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BUYING A COAT AT MIDWINTER SALES

For those who have waited for midwinter sales before buying a new coat, _____, _____, at _____ calls attention to some pointers on good coat construction from the U. S. Department of Agriculture's Bureau of Home Economics.

(Name) (Title) (Institution)

Make certain when trying on a coat that it is comfortable when you walk, sit, or reach up. Read all labels giving information about the fabric, fur, or workmanship. Long-wearing weaves are firm and close, with about as many yarns in one direction as the other. The yarns are even in size so that all wear and soil alike. A loosely woven fabric tends to become baggy with wear.

Another important item is a lining that will last as long as the coat. Other qualities of a good lining are attractive appearance and a slippery texture that makes the coat easy to put on and take off. The lining should be colorfast, resistant to wrinkling, proof to water spots, and have a guarantee against shrinkage.

The most servicable lining for an all-purpose coat is a good firm quality of pure-dye silk. A weighted silk may give satisfactory wear for a year or two. The better qualities of rayons give good service also but they need to be securely seamed to avoid fraying.

The warmth of a coat depends a great deal on its interlining. Wool, either as a woven fabric or as fibers quilted between cotton and mull, is

desirable in an all-purpose coat. In sports coats, chamoislike materials turn cold and wind effectively. Look for tags that tell what the interlining is made of

Every piece of a good-quality coat is cut accurately with the proper grain of the cloth. The parts are put together with precision and pressed at each step of the construction. Seams are wide, evenly stitched, and stayed with preshrunk tape to prevent stretching. Matching thread is used throughout. The lining is hand-felled and has a generous pleat down the center of the back to allow for give. Lining and coat are finished separately at the lower edge but are caught together with bar-tacks at the seams. The hem at the lower edge of a well-made coat is finished with flat, good quality ribbon tape and blind-stitched to the coat. It is continuous with the hem on the front facings. The lining is finished about an inch shorter than the coat to prevent its pushing down below the hem line.

Buttonholes should be cut with the thread of the cloth and neatly and firmly made, whether worked or bound. Loops are satisfactory if even in width, strengthened by an inside cord, and securely caught in place. Buttons should be sewed on with shanks sufficiently long to prevent strain on the cloth and stayed with a small button on the under side of the coat.

If the coat has fur trimming, notice whether the design brings the fur into places where it will get undue wear.

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